EMPLOYMENT OUTLOOK SURVEY: Fourth Quarter 1984
Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of over 11,700 employers in 358 U.S. cities who plan to increase or decrease the size of their workforce during the third quarter of 1984 (October, November, December), with comparisons for the fourth quarter of 1983 and third quarter, 1984.

	% Planning Increase			% Planning Decrease		
	4th Qtr. '84	4th Qtr. '83	3rd Qtr. '84	4th Qtr. '84	4th Qtr. '83	3rd Qtr. '84
National	26	26	31	8	9	6
Northeast	25	25	28	7	9	5
Midwest	24	26	31	10	10	7
South	30	29	31	8	8	6
West	24	25	34	10	9	6

National — The nation's business firms will continue to expand their workforce at an above-average pace during the fourth quarter. The new figures are less robust than those in the spring and summer quarters of this year but nevertheless indicate a continuation of the upward hiring trends of the past six quarters.

Northeast — Best fourth quarter outlook since 1978. Wholesale/Retail employers will match last year's high hiring levels. Finance, Insurance & Real Estate jobs will be plentiful. Much improved picture in Education and Public Administration. Manufacturers will be adding staff at a somewhat slower pace.

Midwest — Sluggish hiring patterns are the rule in the fourth quarter. Wholesale/Retail firms continue the brisk pace of earlier quarters. Construction, Services, and Public Administration are near their seasonal norms. Durable Goods Manufacturers are not optimistic. Their plans are below those of last quarter and last year.

South — Once again, the South leads the nation, a trend accentuated in the cold weather months. Wholesale/Retail, Services, and Education employers are quite optimistic. Mining companies and Public Administration employers continue to add employees, even after strong quarters earlier this year. Manufacturers are down slightly from last year's fourth quarter.

West — The hiring picture is dimmed compared to last quarter and last year-end. Only Education and Public Administration break that pattern. Plans of Wholesale/Retail firms and Non-Durable Goods Manufacturers will remain about the same as last year. Although positive, the pace of new hirings in other industries will decline considerably.